



Yucaipa & Calimesa

Your Community. Your Newspaper.

NEWS MIRROR

VOL. 93 No. 19

www.newsmirror.net

Thursday, May 11, 2006

News Mirror • May 11, 2005 • Page 19

Business

San Bernardino County Workforce Investment Board seeks input

The San Bernardino County Workforce Investment Board (SBCoWIB), an organization charged with developing a competitive workforce and a strong economy, is launching a new sector initiative. SBCoWIB is inviting the goods movement sector employers to attend a focus group on May 17, to share the workforce challenges faced by the expanding industry.

Logistics is one of the key industries in San Bernardino County, providing more than 277,200 individuals with jobs and is projected to increase by 36 percent by 2012. SBCoWIB will now tackle workforce issues in this industry.

To begin, SBCoWIB is seeking input from goods movement sector companies by conducting a focus group about the workforce issues in the industry. This meeting will hopefully

lead to a development of a strategy to develop a workforce that will be ready to fill the need for workers through the development and funding of training programs and key partnerships between business, education and other groups.

"We are looking for eight to 10 companies in the goods movement sector to attend our focus group and provide us with information on their workforce needs," said Barbara Halsey, SBCoWIB director. "The focus group will help us to better understand what their workforce challenges are and to develop programs that will generate a positive impact in the community."

The board is in search of employers who are frustrated with, or have identified issues related to their workforce. Specifically those with an

insufficient supply of employees, employers who have identified a gap in skill among the workforce they currently have or those seeking employment in the industry. Any employers who can contribute their opinion of to what type of training might better qualify future workforce or better prepare incumbent workers for advancement opportunities are invited to attend.

SBCoWIB will use the gathered information in the focus group to determine where it can invest funding under a customized training project that would result in a positive effect on the community and logistics companies throughout the county.

The board recently launched



an Advanced Manufacturing Training program after it had great success with its Nurses Workforce Initiative, which concluded in December 2005. The Advanced Manufacturing Training assists manufacturing companies

by upgrading the skill level of its current employees. The program will not only replace the aging workers, but also create a supply of local skilled workers.

"We have had a tremendous impact on the manufacturing industry, through the creation of our advanced manufacturing Training program," said Halsey.

"Our job is to foresee the workforce needs of the industries that fuel our economy. We establish connections with the education, business, govern-

ment and other entities to create solutions to develop a workforce that will keep these companies in our county and competitive."

Companies interested in participating in the logistics industry focus group, should contact the SBCoWIB at 388-4389.

SBCoWIB is a policy-driven board comprised of private business representatives and public partners.

It strives to develop a strong, vibrant economy and workforce through partnerships with business, education and community-based organizations, along with its Employment Resource Centers (ERC). The ERC provides individuals with job training, placement and the tools to strengthen their skills to achieve a higher quality of life.